



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **BRUCE McPHERSON**

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Secretary of State Bruce McPherson Announces Voter Participation Partnership with California's Leading Farming Groups

SACRAMENTO, CA - Secretary of State Bruce McPherson today announced a partnership with the California Farm Bureau Federation, Western Growers and The Dairy Institute of California to increase voter participation among their collective membership of nearly 100,000 farmers.

"These organizations have always done an outstanding job of encouraging civic participation. By joining efforts, we can do even more to make voting easy and user friendly for all eligible Californians," said Secretary of State Bruce McPherson.

"We are happy to partner with Secretary McPherson to promote voter registration and participation to our 88,000 farm families because it is so important that individuals exercise their right to vote," Doug Mosebar, President, California Farm Bureau Federation added.

With this joint effort, these groups will do additional outreach to their membership by including links on their website for voter information, sending emails of registration deadlines and providing information materials to their members. By giving voters easy access to registration information, it increases the opportunity for them to take part in the electoral process.

"It is powerful when organizations join together to communicate a message of civic participation. We are proud to do our part in reaching out to our members and their employees," said Tom Nassif, President of Western Growers.

To encourage voter registration and participation, Secretary McPherson is working with thousands of public and private sector partners to provide potential voters with the opportunity to register to vote before the October 23 deadline. Partners include: multi-lingual and minority organizations, small businesses, large corporations, industry trade associations, education/youth groups, labor groups and more.

For more information about voter registration and voting, please visit the Secretary of State's web site at: www.ss.ca.gov, or call 1-800-345-VOTE (8683).

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